rder# 102137	Printed:	05/29/2012 8:51 AM
Last Received:	05/21/2012 2:22 PM	2:22 PM
Showing Buylines: All Lines	Lines	

Rep Order# EC'd Yes

6815981

Ver# 1

Mod# 0

Status Confirmed

Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ) JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214 Fax# Buyer KEGAN BERAN Last Recei
Showing Buylines:

( ) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2214
Flight Dates
11/05/77
Hiatus Weeks Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845

— CONTRACT COMMENT --

JOE HECK D3 SC=\*

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7P-730P Buyline Comment: WHEEL	630P-7P Buyline Comment: JEP	5P-630P Buyline Comment: NEWS	3P-4P Buyline Comment: PHIL	U 12P-1230P Buyline Comment: NEWS	10A-11A ine Comment	NU 9A-10A Buyline Comment: TODAY II	.U 7A-9A Buyline Comment: TODAY	U 6A-7A Buyline Comment: NEWS	U 5A-6A Buyline Comment: NEWS	Time
: WHEEL	: JEP	. NEWS	: PHIL	P . NEWS	U 10A-11A Buyline Comment: TODAY III	.: TODAY II	: TODAY	NEWS	NEWS	Program
: 30	: 30	: 30	: 30	:30	:30	: 30	:30	:30	: 30	Len
\$795.00	\$795.00	\$575.00	\$450,00	\$425.00	\$325.00	\$425.00	\$900.00	\$725.00	\$400.00	Rate
11/05-11/05	11/05-11/05	11/05-11/05	11/05-11/05	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	Dates
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\$795.00	\$795.00	\$1,725.00	\$450.00	\$850.00	\$1,300.00	\$1,700.00	\$3,600.00	\$2,900.00	\$1,600.00	Total Cost
		·								Daypart

1 of

13 M 1135P- 1235A	12 M 11P-1135P Buyline Comment: NEWS	11 M 730P-8P Buyline Comment: FACE		IT Ln Day Time Program	Estimate# 2214  Buyer KEGAN BERAN  Phone#  From#		Rep Order#         6815981         Ver#         1         Mod#         0           EC'd         Yes
					Agency Crur4/E Flight Dates Hiatus Weeks	Agency ( 7669 DELA	0 Status Confirmed
:30 \$275.00 11/05	:30 \$575.00 11/05	:30 \$450.00 11/05		Len Rate Dates	2/E	A Q R	Traffic Order# 102137 Last R Showing Buy
-11/05 <b>1</b> I	-11/05 1 1	-11/05 1 1	!	Spots/Week # of	Salesperson Phone# Salesperson FAX#	NT Rep Firm Sales Office ( Salesperson (	137
1 \$275.00	1 \$575.00	1 \$450.00		Total Total Cost	# 215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	112 8:51 AM
				Daypart			2 of 3

-REPORT TOTALS-

Buyline Comment: LENO

Report Totals: 31 / \$17,015.00

## --SALES MONTHLY TOTALS-

Sales Totals: 31 / \$17,015.00

Nov 12: 31 / \$17,015.00

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 31 / \$17,015.00 —COMPETITIVE COMMENTS— -COMPETITIVE-Market Totals \$45,986 XXXX KTNV CATV 20% KTUD KBLR 96 96 96 96 KVCW KINC . % % KLAS 27% 0% KSNV

15%

Books

Demos

NOV12 RA35+ NEW ORDER EST SHARES

Estimate# 2214	Product JOE HECK 4 CONGRESS	Advertiser ( ) JOE HECK 4 CONGRES:	Station KSNV-TV LAS VEGAS, NV.	Rep Order# EC'd Yes
[4	E HECK 4 CON	) JOE HECK	/-TV LAS VEG	6815981
	3RESS	14 CON	AS, NV.	Ver# 1
		GRESS		Ver# 1 Mod# 0 Status Confirmed
				Status
Agency C/			Agency	Confirmed
Agency C/P1/P2/E //2214	DELAWARE, OH 43015	7669 STAGERS LOOP	Agency ( ) STRATEGIC MEDIA PLACEMENT	Traffic Order# 102137 Prin Last Received: 05. Showing Buylines: All Lines
	Salesperson (	Sales Office (	Rep Firm	nted: /21/2012
	) AMY MCC	) PHILADEL		05/29/2012 8:51 AM ! 2:22 PM

Flight Dates Hiatus Weeks

— CREDIT RISK—
CASH IN ADVANCE

Buyer Phone# Fax#

KEGAN BERAN

11/05/2012 - 11/06/2012 Salesperson Phone# Salesperson FAX#

DELPHIA (CCREARY

215-568-6540 215-568-1845

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